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VOLUME 30, No. 8

SIERRA MADRE NEWS

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, NOVEMBER 15, 1935

THE DEADLINE
For copy hereafter is Wednesday evening. THE NEWS asks its friends to cooperate to the fullest extent. The new rule is very necessary.

Sheehan Sees Southland Splendor On Newspaper Tour; Tells Of Wonders

Italian Lakes And Swiss Mountains Lose Importance To Well Known Author

(Editor's Note: This is the first of a series of stories by Perley Poore Sheehan about a trip he took with members of the California Newspaper Publishers' Association across the Mojave desert, into the Calico mountains then down into Death Valley and up Daylight Pass through the ghost mining towns of Rhyolite and Beatty, in Nevada, then down to Las Vegas and on to Boulder City and Hoover Dam. Mr. Sheehan is a well known author and was Paris correspondent for many years of the New York Herald and the New York Times, making many tours of France, Italy, Switzerland and Africa.)

By PERLEY POORE SHEEHAN

AS THE big car slipped from the shuttling traffic and lit out at last for the hills you would have sworn that there was something else than an engine under its hood. This sudden change of movement had a thrill of elation in it—an impulse that must have come from heart and brain. We were headed for home. The hustling valley town was back of us. A sense of peace and of silence fell about us like a spell. Even the air was different—a chilled mixer with a tang of grape and eucalyptus in it. And at the end of the long straight trail that tilted steadily upward through wooded meadows we saw a picture such as an imaginative child might linger over or Maxwell Parish might have painted. High up the mountain slopes an orange-colored castle—or a monastery—in a fold of hazy green. Other houses, also dream-provoking, tucked away in mysterious gardens. Back of it all, rainbow tinted cliffs and canyons, these rolling up and away until they were dissolved in the sky.

Hereafter when folks have to us about the Italian Lakes, or Capri or Lucerne, we'll say: Go to. We've seen Sierra Madre from the Foothill Boulevard on a November afternoon.

We'd seen a lot of other places on this tour—all the towns and landscapes on a loop that took in

Dewey's Late Paintings Go To New York

Alfred James Dewey sent 27 water color landscapes to New York this week for display and sale in the eastern metropolis. The work was all done on two trips taken this fall by the artist, one to the High Sierra and Owens Valley, and the other over Mount San Jacinto and down into the Imperial Valley.

On Sunday afternoon more than 125 people visited the Dewey studio on Marlborough Terrace to view the pictures when Mr. and Mrs. Dewey held a public reception.

Mrs. Harlan Ware of Arcadia, and Mrs. Louis Ziegler, Mrs. E. P. Bradford, Mrs. A. J. Dewey, Jr., and Misses Jean and Frances Key, of Sierra Madre, served tea to the guests.

In the Owens Valley pictures, Mr. Dewey caught the fall shades of yellow and red in the sycamores and quaking aspens and mingled them with the grays and browns of the stormy mountains and skies. The desert paintings show the dun of the sand and the picturesque dwelling of a typical desert rat.

Mr. Dewey was accompanied by Albert Marshall, formerly of Sierra Madre, now of Hollywood, on the first trip. Marshall made a like number of pictures which are now placed in Los Angeles galleries. Dr. L. L. Krebs was his companion on the desert jaunt.

Debate To Feature Second Meeting Of The Junior Forum

Announcing intention of offering opportunity to all Sierra Madre youth to express its views on contemporary political and social life, the Sierra Madre Junior Forum held its first meeting in the City Park House Wednesday night. Approximately thirty young people, and older civic leaders interested in the establishment of the organization, attended.

Mrs. J. H. Robertson, Mrs. W. J. Lawless, Dean Arnold G. Bode, City Business Manager Al S. Myers, Postmaster R. O. Calkin, Perley Poore Sheehan, and others offered suggestions and good wishes to the group. An election was held at which Dan Parker was chosen chairman, Frank Vane vice-chairman, and Evelyn Solury, secretary.

Next meeting, November, 20 will see a debate between John Osgood, Jr., and Frank Vane, on the question "Is Modern Education in Step with the Times?" The meeting will be held at the City Hall.

Death Valley and Boulder Dam. And some of those towns pretty fine—Barstow, for example, where Lloyd Tiernan lives. It was Tiernan who inspired the trip. He's the publisher of the *Barstow Printer*—a weekly that is the home paper not only for Barstow but for a desert empire; an empire comprising thousands of leagues of gold and silver rock in painted mountains, ranches big as Eastern counties, thriving little boom-towns and then other towns that have turned to bleached and staring skeletons. Three years ago, Tiernan invited his colleagues of the California Newspaper Publishers' Association to come and have a

Marlborough Terrace Road Job To Start

Many Streets Entering Churchill Are To Be Improved Now

The slow moving wheels of the WPA machinery will finally commence rolling in Sierra Madre on Thursday, as 23 men report for work on the Churchill Road paving project which was authorized Saturday by D. H. Connolly, administration director for this county.

This project, the first to be accepted of three submitted by the city, calls for an expenditure of \$5,172 and will be carried out under the supervision of Al S. Myers, street superintendent. Churchill Road, between Mountain Trail avenue and Canyon Crest Drive, will be widened to 15 feet and paved with rock and oil. Resurfacing will also be done on Canyon Crest, Orange Drive, Skyland Drive, Idle Hour Lane and Fern Lane.

Declaring the work to be important to public safety and convenience, WPA engineers in making the survey here agreed with property owners and the City Council that in its present condition the canyon road is dangerously narrow and in hazardous condition. In places it is impossible for two cars to pass, and the hillside location further increases necessity for improvement.

It is considered probable that the other local projects up for WPA approval will be acted upon soon, as word comes that State public works officials are working at top speed to release programs designed to benefit by California's \$222,000,000 Federal allotment.

Confidence Man Is Still In Existence

Briefly, his system was to brazenly impose on old friends of his family by appearing at their door, announced he was a visitor there, then go to the Bank for transference of funds from a Hawaii bank to here. Using this "buildup" Herbert G. Moore proceeded to cash checks of small denomination at local business establishments.

Descriptions sent out by local police failed to stop Moore from repeating his stunt in San Francisco early this week. His capture is believed to be a matter of days.

Observations

By Lee Shippey

THE Friendly Indians, an organization which interests boys between the ages of 9 and 12 in something besides mischief, has been operating for a year or two in Sierra Madre without any expense to the community. That is, a man has been coming here, and doing a lot for our boys every week, and organizing quite a number of us into helpers, and most of us parents who directly benefit haven't done a thing to show our appreciation.

This year it has been suggested that Sierra Madre pay the noble sum of \$100, so that our boys who aren't old enough to join the Scouts can belong to a helpful group in which they will learn a great deal through the whole school year. That's only about \$2.50 a week for the services of a man who has demonstrated that he knows his job well enough to interest our children tremendously. Miss Steinberger testifies that the work has meant a lot to the individual children and to the school as a whole. We dads who benefit by this should be able to raise a measly amount like \$100. Two or three dollars apiece from those who have jobs will more than do it.

U.S. Court Officer Says Relief Money Goes For Gas, Rum

Forty per cent of all money advanced to persons on relief rolls of the county is being used for liquor, and for driving cars for pleasure with innumerable accidents, in the opinion of Frank H. Fletcher of Arcadia, conciliation commissioner for the United States District Court.

Fletcher's indictment of the misuse of relief money was made in a letter to the board of supervisors. He was prompted to write, he said, by an inquiry he carried on, as a result of which he charges many people are assuming the attitude that they do not have to work—that the government must and will take care of them.

"Forty per cent of all moneys advanced are being used for liquor and driving cars for pleasure with innumerable accidents, damage to other people's property, suffering and deaths as the direct result of drunkenness on relief money," the Commissioner charged.

Gay Autumn Flowers In Church Show

Men Serve Dinner As Ladies Compete For Prizes With Colorful Plants

Vivid autumnal colors livened the Congregational Church social quarters Friday night as members vied for garden honors and partook of an excellent dinner prepared by the men's group headed by C. W. Jones, dinner chairman, and Conners Twycross, general chairman for the evening's activities.

The great profusion of blooms made the awarding of prizes a difficult task. Mrs. George B. Morgridge and Mrs. W. S. Hull took first and second honors with vases of autumn leaves; Mrs. E. D. Burbank won praise and a blue ribbon for tritomas, and Dr. Gilbert S. Bovard's cactus table was outstanding.

Flower tables, in one-two-three order, were set by Mrs. W. S. Hull, Mrs. Arthur Embree, and Mrs. Arthur Johnson, while fruit table decoration prizes went to Mrs. R. S. Corlett, Mrs. H. B. Hersey and Mrs. Helen Lovejoy in that order. Large baskets of mums entered by Mrs. E. E. Bacon and Mrs. Hortense Hill took first and second ribbons, while prizes for smaller mums went to Mrs. Bacon, Mrs. Helen Hill and Mrs. F. L. C. Roess.

Mrs. W. J. Lawless took first prize and John Senour took second and third prizes for beautiful fruit display, while Mrs. Hull, Mrs. Hill and Mrs. Hersey won awards for floral divisions. Mrs. Ross, Mrs. Jones and Mrs. Hersey won recognition for their lovely rose exhibits, and Mrs. George Lehner took second place with single flower entries.

Helping the chairmen in serving and cooking the dinner were E. E. Bacon, G. B. Morgridge, R. S. Corlett, W. S. Hull, R. S. Lord, E. D. Burbank, Percy Kortkamp, Herbert Mangham, Al Wheeling, Waverly Pratt, Rudolph Hartman, R. C. Copenhagen and John Spoelstra.

Funds Needed To Carry On Work Of Friendly Indians

With \$100 set as the amount to be raised in Sierra Madre, the Santa Anita district of the Friendly Indians this week commenced a drive for funds to support the organization's work for the coming year. Sponsored by the YMCA, over 50 boys of the local grammar school, ranging in age from 9 to 12 years, are at present engaged in Friendly Indian projects one day a week on the public school grounds.

Work is under the direction of E. J. Simonds, who announces that Monrovia has already gone over the top in underwriting \$1500 toward budget requirements. Volunteer solicitors are canvassing the city for contributions and money will also be accepted at the Sierra Madre Savings Bank.

Friendly Indian activities in the near future include the big Southern California Pow-Wow, summer camp at Jenks Lake, and the Father and Son Banquet.

To Show Talks Of Natural Wonders

Talking motion pictures dramatically depicting the forces of nature at work, geological phenomena, and kindred subjects will be screened at the City Park House at 7:30 o'clock Monday evening during the public class in building problems being conducted by Jack Hosford, city building inspector.

Record Red Cross Drive Nears Close

Public Urged To Join Worthy Movement As Need Is Great Here

Receiving a more enthusiastic response than during the outset of any previous drive, volunteer workers for the Red Cross this week inaugurated what promises to be a momentous membership

first day 128 memberships were secured, with donations uncounted as yet due to the heavy demands upon the chapter's clerical staff. Officials of the chapter pointed out, however, that this year's quota is almost twice as large as that of last year, when the roll call totaled 550 members.

Outstanding was the comment made by Miss Louise Judson, executive secretary, that almost four times as many checks were received during the first day as came in all during last year's drive. This was taken as an indication that a returning prosperity has widened the class of people having bank accounts.

Another phase noted by the workers was the zeal with which people of small financial means were acquiring memberships. Even people in straitened circumstances are responding this year, according to Louis de S. Fuller, roll call chairman.

Volunteer workers found many householders away from home. In such cases a slip was left under the door signifying that a call had been made. Followup calls will be made until each householder has been seen and either becomes a member or reported his or her inability to do so.

Residents of Sierra Madre have shown much interest in the way donations made to the Red Cross are apportioned. Of any sum donated, whether a dollar or five dollars, fifty cents is turned over to the National organization, with the remainder staying in Sierra Madre. For example, a five dollar donation would mean fifty cents for disaster and other activities of the National organization, and \$4.50 for local needs—which are many and urgent.

The local chapter furnishes milk, food and clothing to needy persons here. It finds employment, having made 212 placements last year. It furnishes medicine to the sick, calls for and distributes grocery orders weekly to 15 homes being cared for under the Monrovia County Food Depot. Also furnished is transportation to the Alhambra Welfare office, Alhambra Health Clinic, Monrovia Health Center and the General Hospital.

Included in the incidental aid is the repair of shoes, the writing of letters and securing information from other parts of the county. The chapter also contacts county workers and furnishes food and clothing to needy privileged school children.

Although many persons living here and working in Los Angeles have donated to the Community Chest, it is pointed out that the Red Cross is the only active charitable organization in Sierra Madre.

Speaks For Itself

Editor, Sierra Madre News

Dear Sir: Having been a consistent advertiser in THE NEWS for some years I am firm in the conviction that advertising in the hometown paper pays. But it wasn't until quite recently that I realized fully what a selling force such advertising exerts.

The page ad which I ran last week in your paper notifying the people of Sierra Madre of my closing out sale brought results far in excess of any I had hoped for. Not only that—I noticed in the first few days of the sale that the specified items advertised were sold out first, and that the majority of the people buying came into the store with a copy of the ad in their hand for reference, with the result that practically two-thirds of our stock was closed out in three days.

This is not intended for "ballyhoo," but as a note of thanks. You bet that I shall always tell anybody who asks me, that advertising in the SIERRA MADRE NEWS does pay dividends far above the investment. People realize that the newspaper must stand behind statements appearing in its columns and quite naturally and properly attach more importance to them than if they appeared in nondescript, irresponsible publications. I have found THE NEWS enjoys the utmost confidence and good will of the public, and rightfully so.

Sincerely,
Tom Tyler,
Sierra Madre Furniture Co.

Hoover And Hersey Get Appropriation For The Boy Scouts

"For community's like Sierra Madre that are looking ahead five years, reasonable investment of city funds for the purpose of seeing that they have Scoutmasters and Red Cross nurses exceed in real value any other outlays they may make," Herbert Hoover, Jr., told the City Council on Wednesday evening after the Council, having listened to an appeal from Col. H. B. Hersey, had voted a \$25 appropriation toward the fund to keep the two local Boy Scout troops in the San Gabriel division of the organization.

"There can be no greater investment than this," Col. Hersey told the Council. "I believe it is the most worthwhile thing any community can do—to get its young minds trained in the right direction and early in life make useful citizens of the fellows who will eventually be the backbone of the country."

An appropriation of \$25 was also voted the Red Cross.

Call For 50 City Float Volunteers

Dewey's Scale Drawings OK'd By Committee, Junior Women Pledge Aid

Call for 50 volunteers to fashion garlands of flowers for the "Wistaria Town Float" was made by the Float Committee, which met in the city hall Wednesday afternoon and approved final scale-drawings submitted by Artist Alfred James Dewey. The float measures 30 feet in length, 18 feet in width by 13 feet in height. It will be 10 feet longer if sufficient flowers seem available.

Members of the Junior Woman's Club announced that they will contribute their services in making the sweet pea blossoms up into appropriate Wistaria blossom shapes for the pergola of the float, and thus far more than 60 girls have registered at THE NEWS office for the honor of riding on the float either as Queen or Princess of "Wistaria Town."

Fire Chief W. D. Richards was appointed construction chairman to oversee the actual construction of the vehicle, while J. S. Billheimer, manager of the Sierra Madre Lumber Company reiterated his statement that the lumber company shed would be available for the work—together with his largest truck.

The committee also wished to publicly call for volunteers on the decoration committee—persons who are willing to forego New Year's Eve celebration and work on the float the night before the New Year's Day parade. It is planned to have all floral decorations as fresh as possible, the blossoms to be added at the last possible moment.

During their canvass of the city for their annual Christmas benefit dance party, the Volunteer Firemen will gather information regarding this. Slips will be filled out regarding names of flowers planted, footage, etc., and the result of the survey will definitely fix the length of the float structure.

Council Moves To Change Name Of Central Avenue To Sierra Madre Boulevard

City's Dream Of Picturesque Foothill Thoroughfare Near Reality

SIERRA MADRE BOULEVARD—a beautiful wide, well-shouldered highway ascending gradually from San Marino Junction through lovely San Marino, East Pasadena and thence into the vineyards of the foothills and through Sierra Madre to Santa Anita avenue at the Arcadia city line. It is something Sierra Madreans have dreamed about since they began their fight more than 25 years ago for a direct outlet to the West that would, more or less, but not entirely, relieve the city's isolation.

Anyhow, realization of this old dream seems just about to be realized—and more. For the County Regional Planning Commission believes the thoroughfare will ultimately—in the not far distant future—not only extend east through Arcadia, Monrovia and other foothill cities, but south from San Marino junction to the sea—all known as Sierra Madre Boulevard.

While the City Council was meeting Wednesday evening it received a request from the City Planning Commission not to adjourn until the Commission had concluded a session at which it was considering a letter from the Street Name Committee of the Regional Planning Commission.

The letter told of the plan to change the names of all streets from the intersection of North and South Huntington Drives to Sierra Madre Boulevard, and wanted to know whether Sierra Madre's Council would agree to change the name of Central avenue to "Sierra Madre Boulevard."

Prof. Oskar Seiling, James N. Hawks and Mrs. John H. Osgood, secretary of the commission, filed into the Council chamber and got a quick answer. Mrs. Osgood read the letter. The Council promptly and unanimously adopted a motion that the name of Central avenue would be made to conform with the plan as soon as other cities affected had acted—and welcomed it.

"It certainly is good news that Pasadena is willing to do its part towards getting rid of the confusion, so that people wishing to come to or near Sierra Madre will know where they are going," said Mayor Reavis, when the communication to the planning commission had been read.

"There is now no direct route to Sierra Madre—it is hard to explain to people how they can get here," said Prof. Seiling, "whereas if this great boulevard is established it will be plain sailing."

The proposed Sierra Madre Boulevard now begins at Sierra Madre Junction where one branch of Huntington Drive goes on East into Arcadia, Monrovia and other eastern foothill towns, and the other turns to the North. In San Marino this North spur is "Sierra Madre avenue"—very properly. But when the Pasadena city line is reached, for a short distance, it is again designated as "North Huntington Drive."

Since Central avenue was extended through the Hasting ranch the county has allowed that section of the roadway to go unnamed but accepting it unofficially as "Central Avenue" until the "Sierra Madre Boulevard" idea goes over.

This will probably happen within a few weeks. There is no sentiment on the part of Pasadena over having the short section there known as Huntington

Santa Claus Calling-For Unused Toys

Toys . . . Toys . . . and still more toys! Is the cry of the Volunteer Firemen this week as they commence operations in their Kering Court Toy Shop preparatory to the oncoming Christmas season.

Year after year the fire department devotes much time and service in seeing to it that no Sierra Madre youngster is slighted on Santa Claus' list. Dolls, wagons, skates, mechanical toys, games—every imaginable kind of toy is welcomed in the Toy Shop for reconditioning and fixing. Everyone is asked to lend his or her assistance, by contributing all unused or broken toys now lying useless in attic or cellar.

As the department members find themselves exceptionally busy every Christmas, preparing for the benefit dance party, distribution of "Yule" baskets, etc., early contributions to the Toy Shop will be welcomed.

Toys may be left either at the Shop itself, which is located next door to Woodson Jones' office at 27 North Baldwin avenue, or in the event that the shop is closed Jones has volunteered to accept articles. Firemen will also call for toys if requested to do so by phone. Just call 51—the city hall.

(Continued on Page Six)

MUTUAL ADMIRATION SOCIETY HELD BANANA OIL CONTEST AT FORUM'S "CITY BOSS" SESSION

Well Known Author Gives His Impressions Of City Hall Meeting

By Noureddin Addis
SCHEDULED for an early second rehearsal the Sierra Madre Mutual Admiration Society held its initial Banana Oil contest Tuesday evening at the City Hall.

Emollient, prophylactic, but never—well, hardly ever—bromide, the "if-I-were-boss" meeting surged gloriously onward and upward Coue-istically better and better to its finale.

Conclusion seems that the cake might be made to look a little better with a different frosting. A hint of mauve and perhaps

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(Continued on Page Six)

Radio Performers To Appear Here For School Milk Fund

For the benefit of the Sierra Madre public school children's milk fund, an entertainment featuring a number of well known radio performers and local performers will be presented on the stage of the Woman's clubhouse Saturday evening, November 23, at 8 o'clock.

Following the stage show there will be a dance on the clubhouse floor, to which all present are invited. Included in the program are "Maw and Paw from Arkansas," known as radio's rural comedy gems; "Jolly Old Useless and his Synthetic Crackpots," and many others in a hilarious evening of music, mirth, melody and mimicry.

PARENT EDUCATION CLASS WILL MEET

Tuesday, November 19th the Parent Education class will close its fall session here. That the Mothers have enjoyed Miss Pauline Gartsman as a leader and speaker has been shown by the number present at each meeting. Miss Gartsman will be happy to meet all who have attended the classes as well as those mothers who have been unable to attend.

ARCADIA

— THEATRE —
44 East Huntington Drive
ARCADIA
Admission 10c and 25c

Fri., Sat., Sun. and Mon.
Nov. 15, 16, 17, 18

"Page Miss Glory"
With Marion Davis, Dick Powell, Pat O'Brien, and Mary Astor

"Gay Deception"
With Francis Lederer and Frances Dee
"March of Time No. 7"
Sat. Mat. "Page Miss Glory"

Tues., Wed. and Thurs.
Nov. 19, 20, 21

Cash Night Sponsored by Local Merchants

"Here Comes the Band"
With Ted Lewis and Orchestra and Virginia Bruce

"The Girl Friend"
With Ann Sothern, Jack Haley and Roger Pryor

Pat West Helps To Boost Wilson High PTA Welfare Fund

Pat West and his entertainers, four Franchon & Marco acts and other stellar attractions, will feature the program in connection with open house, at the Willard Auditorium this Friday, November 15.

Proceeds of the entertainment, which is under the auspices of the Parent-Teacher's Association of Woodrow Wilson Junior High School, will be devoted to welfare work in the school. The advisory board of the PTA in charge of the entertainment includes Mrs. H. B. Hersey, Mrs. G. A. Kane, Mrs. R. B. Parks, Mrs. W. E. Pickett and Mrs. Lamont Johnson.

With Pat West as master of ceremonies, the Wilson orchestra will open the program with a stirring overture. Mr. West, who has long been a headliner in big time vaudeville, and who is now featured in pictures in Hollywood, in addition to carrying the burden of master of ceremonies, brings his own entertainers. The committee promises a surprise personal appearance by a featured artist from Hollywood.

Tickets will be sold for a nominal sum. In connection with the above program a dance will be held in the gymnasium of the school. Frank Vane's popular orchestra will furnish music for the dancing from 8:15 to 11 o'clock. The proceeds of the dance will also go for welfare work.

RAYMOND
PASADENA'S MOST POPULAR FAMILY THEATRE
Raymond Near Colorado CO. 1827
Main Floor
15c
Children 10c
Opens 6:45 Starts 7:15 P. M.

Friday — Saturday
Jean Arthur—Victor Jory in "PARTY WIRE" and "LET'S LIVE TONIGHT"
Sun., Mon., Tues. — "LES MISERABLES" "ALIBI LIKE"

always—
PASADENA'S ONLY
VAUDEVILLE
ON THE STAGE

CONSTANCE COCKTAIL ROOM
PASADENA'S NEWEST RENDEZVOUS
AN ATMOSPHERE OF REFINEMENT
Open 11 A.M. to 1 A.M.
COCKTAILS PRICED AT 25c
Complete Restaurant Service
HOTEL CONSTANCE
Closed Sunday Colorado Blvd. at Mentor—Colorado 6181

Its a distinction to be a 'Meglin Kiddie'
The only child training school of its kind in the world Teaching every branch of dancing; Voice and Drama for Stage, Screen and Radio appearances. Tap, Ballet, Toe, Acrobatics, Personality Singing. All branches of the Drama Promotes physical perfection and mental alertness.
MEGLIN DANCE STUDIOS
201 Colorado Theatre Bldg. Pasadena
Masonic Temple 204 W. Foothill, Monrovia

IVAN KARALOFF
SCHOOL OF STAGE DANCING
Offers Training in Ballet, Toe, Acrobatic Tap and Ballroom
For Children and Adults
Tuesday and Friday
Baldwin & Central Aves. Sierra Madre
50c

FOOTHILL BLVD. THEATRE • MONROVIA

5 DAYS STARTING FRIDAY, NOV. 15—

GARBO
FREDRIC MARCH

WAY DOWN EAST
A FOX PICTURE WITH
ROCHELLE HUDSON
HENRY FONDA
IN YOUR GREATEST SCREEN THRILL
ANNA KARENINA
FREDRIC MARCH
BARTHOLOMEW

Woman's Club Notes....

By Mildred Curtis Bolms

IT SEEMED the clubwomen gathered all of the shafts of kindness together on Wednesday, that the various speakers and participants directed through the rooms, and sort of "bound them all in one blazing sheaf; and cast them forth; young and strong, and light as a locust leaf."

From the invocation by Rev. S. R. Sheriff, which was tinged with a delicate meaning and beauty, and brought to mind the fact that "God is the giver of every good and perfect gift," to the sincere plea made by Louis de S. Fuller in behalf of the "great-red mother in the world—the Red Cross, on through to the program's climax, was the spirit of genuine helpfulness stressed.

"We are looking at the beautiful sky," said Mr. Fuller, "absorbing the grandeur of our surroundings, totally unaware of the feelings we would have if stark and insecure stalked our steps. People in this category cannot see the sky; they are blinded to it, because their minds are diseased with fear, fear of tomorrow, fear of what is going to become of them, fear of everything! These people have no morning; it is always night until constructive assistance is given through some medium. It gives me great pleasure to state that the local Red Cross Chapter is known as the most efficient one in all Southern California, even if its expenses are far in excess of its proceeds."

And then coming as an explanation, or so it seemed, Mrs. John Stearns Thayer opened her challenging speech with these words: "What is wrong with the world today? It is lack of purpose, too much selfishness and too little inclination to give oneself."

"Alonzo Baker said: 'This is the first generation that has tried to get along without God.' There is no background; we are slipping woefully fast. To quote Baker again: 'There are no great leaders in the world at present. If we would expend as much money and time upon churches and schools as we do upon superb picture palaces and ornate garages, a change would come about.' 'Women need to stand together, to forget petty jealousies and work for a united front. What can the Federation do for you? Rather what can you give the Federation? If you are not interested, it is because you know nothing about it. Have a reason for your objection."

"It is only through organized womanhood that we can bring about necessary legislation. The Federation is a power for good born of united womanhood; it can wield an uplifting influence in questions of great import. It can bring about uniform marriage and divorce laws. Many marriages, you know, are illegal when parties move to other states."

"Innocent babies are brought into the world without legalized birth. Some states permit a father to will away an unborn child; what can one or two people do in a case like this? The Federation can exercise untold influence in matters of this magnitude."

"You women of Sierra Madre possess an enviable community and home atmosphere. It is superfluous for me to tell you it is studded with jewels of great price, for you are aware of this fact. I am sure. We need you in the Federation; we need your rich minds, for you emanate from rare literary source. And in this connection, I may express my genuine liking for that popular family—"The Dingbatts" created by one of your townsmen; they symbolize real American life, I think."

Then from out of Arkansas, and more recently the studios of KFI came one "Useless" Reynolds, true hill-billy of hill-billies, to tell us in his lovable, jocular fashion of a "right sma'wt program to be staged on the 23rd of November in behalf of the undernourished children and, also, the Sierra Madre "Tournament" float.

Several unique features will be

OBITUARY

MARGARET McANDREW

Death came Monday night to Miss Margaret Laing McAndrew, 56, who for the past seven years had her winter residence in Sierra Madre. She died at her home at 311 North Auburn avenue, where she had been staying during the last two weeks.

A native of Blake, Ontario, Canada, Miss McAndrew is survived by two brothers, J. D. McAndrew and J. H. McAndrew, and by a sister, Mrs. Mary F. Anderson. Funeral services were conducted by Rev. Stewart Sheriff and Rev. W. D. Ogg at Bethany Church Wednesday afternoon, and funeral arrangements were made by Grants Funeral Chapel.

JUDGE LINDSEY EPIC SPEAKER TOMORROW

Sierra Madre EPIC club members and their friends are invited to the Pasadena club Saturday evening at 8 o'clock to hear Judge Ben Lindsey, noted jurist, speak on "The Economic Phase of Child Delinquency." The address is 18½ West Colorado boulevard.

Child Delinquency Topic Of Expert At Next PTA Meeting

At next Wednesday's Parent-Teacher's Association meeting, Mrs. Elizabeth McManus, on the board of directors of Juvenile Hall will be the principal speaker. Her subject will be "Delinquent Children" and Mrs. McManus will discuss the medical as well as the judicial side of this interesting topic.

The children will entertain the mothers with a group of songs, and tea will be served.

Tonight the interesting animal picture "Last Wilderness" is being shown in the school auditorium as a benefit for the P. T. A. welfare fund and a capacity house is expected.

encompassed in this program, namely, professional acts and songs, Arkansas sketches, and impromptu offerings of the audiences.

An interesting discussion upon the inclusion of study groups in the mother organization took place, and many suggestions were made. The ideal, perhaps one should say, was developed, it seems, by Mrs. Milton Steinberger, and is about ready to bring forth fruit. However, tentative plans are not definite enough at present to dwell upon the subject. A group of alert thinkers are threshing the idea over, and will lay some concrete plans by the next meeting, no doubt.

Mrs. John H. Robertson, Mrs. W. J. Lawless, Mrs. Frank Spencer, Mrs. John Osgood and Mrs. R. W. Webster expressed their views.

Among the Charter Members who were honored at Wednesday's luncheon were Mesdames J. C. Dickson, C. W. Jones, L. Dietz, Alice Staples, L. C. Torrance, L. Steinberger, C. H. Baker, E. T. Pierce, Harriett Wright, and W. E. Walker.

It was said at the beginning of this article that the program was of unusual calibre. Well, that was meant in every sense of the word—the thread of sustaining beauty wound itself throughout the afternoon's design, as the following paragraph will illustrate.

Against the autumnal effect produced by masses of chrysanthemums, arranged by those faithful decorators, Mr. and Mrs. F. P. Conard, a brilliant troupe of Spanish-American artists from historic San Gabriel flashed across the stage. These artists, who are much in demand, gave bountiful of their genius, which will not be forgotten by those fortunate enough to be in the audience.

PLAN TO REVIVE GARDEN SECTION OF CLUB—

All Sierra Madre women interested in resuming garden section work are invited to meet with the chairman, Mrs. W. J. Lawless at 9:30 next Friday morning in the Osgood room of the Woman's clubhouse.

CHURCHES

Church of the Ascension

Episcopal
Baldwin and Laurel Avenues
Rev. A. G. H. Bode, Rector

Sunday—
7:30 a.m.—Holy Communion.
9:30 a.m.—Sunday School.
11 a.m.—Choral Eucharist and sermon.

Wednesday—
7:30 a.m.—Holy Communion
Saturday, Nov. 16—
Dinner served by the men of the church, 6:30 p.m.

Bethany Church

The Little Stone Church
Rev. Stewart R. Sheriff, Pastor

Sunday—
9:30 a.m.—Bible School.
11:00 a.m.—Morning Worship.
Sermon subject, "The Need of Patience."

6:15 p.m.—Three Christian Endeavor Societies.

7:30 p.m.—Evening meeting. Subject, "Paradoxical People of the Bible."

Monday—
The Junior College class will have a social evening at the home of Mrs. Dorothy Moote.

Tuesday—
Monthly meeting of the Board of Elders and Deacons.

Wednesday—
Prayer meeting.

Thursday—
Choir practice. Paul Coulombe, director.

Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.
11 a.m.—Sunday Service.
Subject for Sunday, November 17: "Mortals and Immortals."

Golden Text: 2 Corinthians: "We that are in this tabernacle do groan, being burdened: not for that we would be unclothed, but clothed upon, that mortality might be swallowed up of life."

8 p.m., Wednesday—Testimonial meeting.
Reading Room in church edifice open daily from 2 until 4 o'clock.

St. Rita's Church

Rev. Hyacinth Clarey, O.P., Pastor

Sunday Masses—7:00 a.m. and 10:30 a.m.

Week-day Masses, 6:45 a.m.

Tuesday Evening—Devotions, 7:45 p.m.

Friday—Stations, 7:45 p.m.

Congregational
Rev. Arthur O. Pritchard, Pastor
"The Assurance of things Invisible" is the subject of the

In a Social Way

HUNGARIAN COUNT IS ENTERTAINED HERE

MRS. W. T. McKEE, of 518 West Highland avenue, gave a dinner party Sunday in honor of a noted portrait painter and his wife, Count and Countess Arfad Paszthory. The Count was born in Hungary, but is living now in Pasadena. Those present to meet this noted painter and his wife were, Mrs. J. W. Jamieson, Miss Thomasella H. Graham, Miss Monnell, Mr. and Mrs. Lee Shippey, Mr. and Mrs. William Lauren Rhoades, Daniel Lewis, Harry Lockhart and Mrs. W. T. McKee, the hostess. During the afternoon the Count attended a reception at the Dewey studio.

MRS. LAWLESS HONORS PAST CLUB PRESIDENTS—

Mrs. W. J. Lawless entertained at a delightful informal breakfast Wednesday morning at her home, 506 West Grand View avenue. The occasion honored the past presidents and the executive board of the Sierra Madre Woman's Club, who have formed an association, and have elected Mrs. A. E. Pulling as president, and Mrs. W. J. Lawless as secretary. The objective of the association is to strengthen the Federation departmental work in the form of sections in the local club.

LOCAL WOMEN ATTEND PARTY IN ALHAMBRA

Several Sierra Madre women were the guests Wednesday, of Mrs. Yvonne Keegan of Alhambra at a delightful luncheon and shower. Those attending were W. F. McCarron, Mrs. Frank Butler, Mrs. W. J. Ropp, and Mrs. A. V. Jenkins.

OHIOANS SUNDAY DINNER GUESTS HERE

Mr. and Mrs. Walter Gardner of 46 East Mira Monte, entertained at a dinner party Sunday evening in honor of Mr. and Mrs. Charles Cartright and Mr. and Mrs. Tom Smith of Wilmington, Ohio.

LEHNER'S HAVE EAGLE ROCK FRIENDS AT DINNER

Sunday dinner guests of Mr. and Mrs. George Lehner of 550 West Central avenue, were Mr. and Mrs. Roy Huntley, Mrs. Alice Hoffman, and Paul Hoffman, of Eagle Rock.

SOCIAL NOTES

Mr. and Mrs. George Seeley of 29 North Lima street, were Sunday dinner guests of Mrs. Seeley's sister, Mrs. Henry Phillips at Covina on Sunday.

Mr. and Mrs. W. E. Farman, of 32 West Highland avenue, had as their luncheon guests on Thursday, Mrs. Grace Bogart, of Los Angeles, and Mrs. Frances Wygand, of Eagle Rock.

Mrs. H. C. Dunn, of 618 Woodland drive, entertained the Mother's Club of Long Beach at a delightful bridge luncheon on Wednesday to which 12 guests were invited.

morning sermon by the pastor. Church School at 9:30 a.m. Young People at 6:30 p.m. Mr. Dennis Stoval will be the speaker of the evening.

4 Square Church

John F. Bernick, Pastor Evangelist
191 West Central Ave.

Sunday—
9:45 a.m.—Sunday School.
11 a.m.—Morning Worship.
7:30 p.m.—Evangelistic.
Services at 7:30 p.m. on Tuesdays and Fridays.

Happy Family Church

Baldwin and Central
Dr. Adele Howland, Rev. Thelma Lessley, co-pastors, conducting.

Sunday—
10 a.m.—Sunday School.
11 a.m.—Morning Worship.
7:30 p.m.—Evangelistic Service.

Thursday—
7:30 p.m.—Prayer Meeting.

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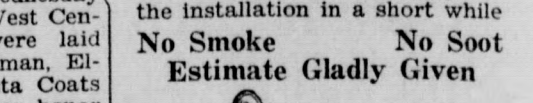
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NEW ECONOMIC AILMENTS COME WITH THE DOLE AND OTHER RELIEF PALLIATIVES

By RALPH H. TAYLOR
(Executive Secretary, Agricultural Council of California)

SINCE THE very inception of both the dole, under its American pseudonym of "direct relief," and the government's equally artificial public works program—both designed to cope with emergency problems of destitution and unemployment—it has been clearly apparent that such remedies, or palliatives, might induce new economic ailments almost as serious as the original disease.

In addition to mortgaging both the present and the future with a terrific public debt, the multi-billion-dollar relief program had, from the outset, these inherent weaknesses:

- 1—The threat that government relief work, once established, would become competitive with private business and industry, increasing labor costs and slowing-up business recovery.
- 2—The danger that the dole would undermine the morale and industry of former workers, jeopardizing the Nation's economic and social structure.
- Both of these dangers, judging from California's current farm labor problem, and urban labor problems as well, now have become realities. And both California and the National government must find effective means of dealing with the situation if business, agriculture and industry generally are to escape disastrous conditions.

In common fairness to President Roosevelt, he undoubtedly foresaw the dangers of his program as clearly as anyone else. But like a doctor who administers opiates to ease his patient's pain, he met emergency conditions with emergency action, although recognizing that his economic drugs might be habit-forming.

Without regard to whether the President blundered, or whether he did the best he could with a bad situation, California, and the country at large, now face the problem of curing hundreds of thousands of former workers of dole-addiction, and the further problem of adjusting government relief wages so that they will not discourage men and women from returning to private employment.

During the present harvest season, California has been confronted with the economic travesty of huge farm losses, due to serious lack of farm labor, while thousands lived in idleness in California cities at the expense of the government.

It is not only imperative that a repetition of this condition be prevented next year, but it is equally important that immediate action be taken to guard against similar losses in the harvesting of winter vegetables and citrus and other sub-tropical fruits which reach maturity during the winter months.

The Federal government, if it is alert to the seriousness of the problem, must take drastic action to purge relief rolls of drones who have assumed the attitude that the government owes them a living. Realizing that agriculture is the most certain source of private employment in California, but apparently preferring the dole to honest employment, thousands of relief recipients have deliberately avoided registering in the farm labor bracket.

It is likewise of vital importance that minimum wages of the WPA be reclassified, so that WPA workers in Texas, Florida and other agricultural states will receive the same scale for similar work as is paid in California.

In California, as a sample of present discrimination, agriculture is being forced to compete with a \$55 WPA minimum wage, compared with minimums of from \$19 to \$22 in other farm states.

Also aggravating the problem is the fact that minimum wages of WPA are higher in the cities and populous centers than in country districts, with the result that the unemployed have migrated to the cities in huge numbers, thereby further reducing the farm labor supply.

California agriculture is neither Democratic nor Republican in its approach to the problem; nor is it unduly critical of the President's program. It recognizes that the President has been forced to cope with one of the greatest crises in the history of the American people.

But agriculture does expect immediate and vigorous action by the National government to force

dole-addicts to give up their government opiates and return to work, when work is available. And it also expects the government to prevent government work—financed by the American taxpayer—from undermining private business and industry by indiscriminate and excessive minimum wage scale.

Drivers Better Read Up On New Law

Motorists will have to explain it to a magistrate "right now" if they are stopped on the highway by an officer and cannot produce a driver's license.

Under the new vehicle code just effective, all law enforcement agents are required to immediately take persons before the nearest magistrate in the county in which the offense occurs for the following infractions:

- 1—When a person fails to exhibit his operator's or chauffeur's license.
- 2—When a person arrested refuses to give his written promise to appear in court.
- 3—When a person arrested demands an immediate appearance before a magistrate.
- 4—When a person is charged with hit-and-run driving wherein fatalities or injuries are incurred.
- 5—When a person is charged with driving while intoxicated.

Local Administrators Of State Old Age Security Act Arouse Resentment Of Enrollees; Martin Promises Relief

By Rev. W. H. Hannaford

THE Townsend Club meeting on Monday evening was full of interest. Dr. Margaret Goettler, who was one of the first in Sierra Madre to apply for the State Old Age Pension under the new law, told of her experience with the officers at Alhambra, who, she said, evidently expect to make the new law as much of a farce as the old law was, forcing all applicants to prove themselves paupers, friendless and objects of charity before they can receive aid and dictating that any money from the State must be used for food and clothing alone, not for repairs on a house nor for any comforts—just a bare subsistence dole.

She went to see Assemblyman Martin, she said, and found him very courteous and ready to give her any assistance in his power, assuring her that he would go to Sacramento if necessary to see State authorities and secure a more sympathetic administration of the law on the part of local bureaucrats. We shall watch developments with interest.

Mrs. McDowell reported several items of interest from meetings of club presidents and reports of the Chicago convention. That convention has produced results in some important ways at once. "The Christian Century," probably the most widely read religious magazine, has suddenly become aware of the Townsend Plan and gives prominent space in the last issue. Its editor says: "Two solid facts lie behind the Townsend proposals, either one sufficient in itself to insure that had this plan not been brought forward, something much like it would have been." He then states that the Scripps Foundation, which specializes on population problems, is authority for the statement that the average span of life, which was 25 years in 1800, is now 54 years, with the prospect that by 1960 there will be twice as many people past 60 years of age and only half as many under 20 as at present.

The other "solid fact" mentioned is, "The utterly inadequate nature of the old age pension system offered by the present Federal and State social security laws," and the editor seems very sure that an unceasing drive will continue till the aged receive "not merely security but abundance."

That same number of the magazine contained an article by Sylvia Pass, entitled "Life Begins at Sixty," in which she described the great Chicago gathering very vividly. She said that one old timer among reporters said, "This isn't a convention, it's a revival meeting," and she quoted some



IN YOUR
GARDEN

By Jessie Ward Russell
Landscape Gardener

WHEN YOU acquire new shrubs or trees they will come established in tin cans, in boxes, balled in burlap, or bare roots. Only dormant deciduous plants and trees in the winter time can safely be handled with bare roots. The majority of shrubs are sold in either one gallon or five gallon cans as this is the safest way to handle them. The tin can container can be cut down the sides with tin snips and the cake of earth can be very carefully removed from the can without being disturbed. The secret in planting is to handle the cake of earth that comes from the can after the tin has been cut away, without breaking or cracking it. If it is cracked, the roots are broken and air gets to them.

If plants are established in wooden boxes they should be lowered into a hole in the ground that is wide enough so that the sides of the box can be removed afterwards. Also by tipping the plant a little, the bottom boards can also be removed.

Balled plants are those that are dug from the ground with a ball of earth about the roots and securely tied up in a piece of burlap. They are the easiest of all to plant as they are planted burlap and all. The string at the top of the ball should be cut before the hole is entirely filled with earth. Bare root plants should be set out as soon as they arrive. No fertilizer should be put into the hole next to the roots of the "bare root" plants or it will burn the plants. The ground should be settled about the roots with water at once. If the dormant shrub, rose, or tree has not already been pruned, it should be now. This will balance the roots that have been broken or cut away when the plant was dug. Established plants do not need to be pruned at the time of planting, although it is generally a good policy to do so to shape them up and to thicken the foliage. When digging holes for shrub or tree save top soil to put back around roots. Do not plant tree deeper than it has been growing before. If soil is poor, dig hole deep enough so that you can put a shovel full of manure in bottom of the hole, put plain soil over the manure before setting plant so that manure does not come in direct contact with plant. Water heavily to settle soil about the roots or ball. A mulch of manure can be placed in basin to hold moisture.

Cut Food Cost To Encourage Travel

Continuing its campaign to increase passenger business, the Santa Fe Railway has announced that beginning November 16, it will place in effect a new, low price scale of meals served to passengers on all trains making regular meal stops at Fred Harvey dining stations. The new schedule will present delicious breakfast at 40 cents, an equally complete luncheon at 45 cents, and a dinner at 55 cents. In addition to these featured meals, there will be slightly less substantial breakfasts at 35 cents and 25 cents; luncheon at 40 cents and 35 cents, and dinners at 45 cents and 40 cents.

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Local Headquarters, Central Garage, Sierra Madre

SIERRA MADRE NEWS SIERRA MADRE, CALIF.

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TELEPHONE 48
9 Kersting Court

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Member Nat'l Editorial Ass'n

One year, \$2; Six months, \$1.25; Three months, 75c.

Turn us to the strong hold, ye prisoners of hope.—Zech. ix.12.

That God has circumscribed our life may add a peculiar element of trial, but often it defines our way and cuts off many tempting possibilities.—J. H. Thom.

OUT OF PROPORTION

Taxpayers of California will be called upon to pay approximately \$600,000,000 in taxes this year for the support of our various agencies—local, State and National—whereas in 1914, the tax bill amounted to \$95,000,000, according to Frederick J. Koster of San Francisco in a report yesterday to the Board of Directors of the California State Chamber of Commerce.

In his analysis of the tax situation, Mr. Koster, who is chairman of the Statewide Committee on Governmental Expenditure and Taxation of the State Chamber, brought out the fact that while the population of California has increased 113 per cent during the past twenty years, taxes have increased 438 per cent.

"Generally speaking," Koster said, "The majority of the citizens of the State, whether they be laborers, farmers, teachers, professional men or business leaders, can be made to recognize that their individual prosperity goes hand in hand with State prosperity. Therefore, if a sound, simple program can be developed, pointed toward bringing about a greater State prosperity, it will be much easier to get general support for such a program, and much harder for those to oppose it who have selfish individual or group interest."

The tax committee submitted an 11 point program for consideration by the Board. This program includes consolidation of 3,300 school districts into 400; installation of a uniform accounting system for all counties, cities and school districts; consolidation of social welfare and relief administrations; creation of a central budget authority to consider all county budgets; mandatory centralized purchasing for counties; removal of all fixed charges from the constitution and the statutes; consolidation of tax assessing agencies of local governments into one central assessing agency in each county; and improved personnel in public service.

A.L.A. Activities

By Helen Lovejoy
MRS. LEE S. HIGH is now enrolling members of our post for the year. Wives, mothers, sisters and daughters of the men who defended our country in the late war are eligible and it is hoped that everyone eligible will come into the Auxiliary where they can be a part of the great work going on through the efforts of our organization.

A meeting of the 18th district publicity chairman was held Wednesday afternoon in the Council chambers with two speakers addressing the assembly on publicity in the newspaper of today. Miss Pauline Turner, of the Pasadena Post and Miss Nadine Mason of the Times. A social hour followed in the Legion club-rooms.

The 18th district meeting will be held in El Monte at the Columbia school cafeteria November 18th. It is hoped Pearl DeLapp, our president, will be there to preside.

JUNIOR NEWS

At their regular meeting and party it was decided to have "capsule" friends, a pot luck supper on November 15th, and the next meeting on November 16th in the City Hall.

Dean Arnold G. Bode will be featured in a thanksgiving program sponsored by the A.L.A. Nov. 24th over station K.T.M. at 8:15 P. M. Pipe organ selections appropriate to the occasion will be played by Dean Bode. This is an 18th district broadcast and friends are cordially invited to tune in.

A large group of Legionnaires and their families attended the football game at the Coliseum Armistice Day enjoying a great game in ideal weather.

Florence Jensen was elected secretary for the second time this year, last evening, to succeed Mrs. Grace B. Caukin who resigned. It seems Mrs. Jensen was destined to fill this position which she held in 1931-32.

How The Counties Of California Came By Their Names And What They Mean

(Editor's Note: This is the 11th installment of the story prepared under the direction of Gov. Merriam from State records showing how the various counties of California acquired their names and the meaning of them.)

PLACER COUNTY was created April 25, 1851. "Placer" probably is a contraction of the words "plaza de oro," the place of gold, and means in Spanish liberally translated "a place near a river where gold is found." The county derived its name from the numerous places therein where the method of extracting gold from the ground, called placer mining, was practiced.

It is one of California's most historic counties and is the location of the second gold discovery in the State. Its mines have yielded nearly \$100,000,000 and the county still ranks fairly high in mining. It is estimated a potential gold production of over one billion dollars remains in ancient river channels where mining can be carried on by the drifting process.

In May, 1848, gold was discovered in Auburn Ravine, at a point where the State highway now crosses the ravine and enters the city of Auburn. For six or eight years mining was the principal industry and then settlers began planting fruit trees and barley.

No other county has such a wide range of resources, and diversity of climate and soil products. The U. S. Department of Agriculture has separated the soil groups into 18 series, 22 types and nine phases. Placer is a center for deciduous fruit of a high quality. It is the largest shipper in California of ripe table fruits to eastern markets. The county has thousands of acres of virgin timber. Oranges, olives, plums, peaches, pears, cherries and figs are raised abundantly in the foothills while the flat country has immense fields of wheat, oats, barley and alfalfa. Hunting, fishing and scenic attractions lure thousands of visitors. Population, 24,468. Area, 1411 square miles.

Plumas County was created March 18, 1851. The Spanish originally called one of the tributaries of the Sacramento river, Rio de las Plumas, or the "River of the Feathers." It was in 1820 that a bold Spanish exploring expedition headed by Don Luis Arguello, came upon the stream and because its surface was covered with bright feathers of countless waterfowl, named it Rio de las Plumas. The Americans subsequently robbed this river of its beautiful name by changing its euphonious Spanish title to the English equivalent, the Feather River, but the legislature, in creating this county, gave thereto the name of "Plumas" because of the fact that all of the numerous branches of the Feather river have their origin in the county.

While missions were being built along the California coast and explorers were pushing into unknown territories the mountainous regions to the north remained unpenetrated. Native Californians never pushed into the heart of the mountains skirting the Sacramento Valley on the east. Residents of the valley gazed upon the snowy crests of the Sierra Nevada, but beyond this they did not go. As a result the territory now known as Plumas county had no part in the early history of California. It is believed Peter Lassen and Isador Meyerwitz were the first two white men to set foot there. In the fall of 1849 a man named Stoddard and his party arrived at Big Meadow. He and a companion were lost while hunting and in their wanderings discovered chunks of gold on the lake shore. Stoddard escaped after his companion was killed by Indians, and reached Nevada City. In 1851 gold discoveries were made in many other places.

Plumas is known as "The Recreation County of California." Its mountain scenery is unsurpassed. Of a total of 1,659,520 acres, approximately 1,300,000 are non-tillable and mountainous. Despite the mountainous character of Plumas, agricultural activity has been a major development. Its valleys are fertile and productive. Hay crops alone cover 19,449 acres. The county rates ninth in mineral production. It is one of the leading hydro-electric

power sections in the State. Portola, Quincy, Beckwith and Greenville are noted vacation resorts and Keddies is the junction of the Great Northern Railroad from Klamath Falls with the Western Pacific. Population: 7,913. Area: 2593 square miles.

Riverside County was created March 11, 1893. This county was formed from portions of San Diego and San Bernardino counties and derived its name from the town of Riverside. It is the fourth largest county in California. Its scenic attractions are many and varied, ranging from desert to snow-capped mountains. Its resorts are internationally known, notably Palm Springs, playground of the wealthy. In the city of Riverside is the world-famous Riverside Inn.

Riverside has 4746 farms embracing 653,932 acres. Crops produced include oranges, have annual valuation amounting into many millions of dollars. In a land where water is essential to soil cultivation, Riverside has an abundant supply and has approximately 125,000 irrigated acres. Every plant known to the temperate and semitropical zones can be grown successfully. Production of oranges and lemons is the leading industry while hay, barley, wheat, oats and alfalfa crops are produced in enormous quantities. Fruits, melons, walnuts, vegetables and dairy and poultry products rank high. In one year, Riverside produced 1,812,023 pounds of dates. The county also is a great honey producing center and boasts 40,000 colonies of bees. In this county is located the Citrus Experiment Station and graduate school of Sub-Tropical Horticulture. The soil is a rich silt, the entire region having once been the bed of an inland sea.

From the Salton Sea, 216 feet below sea level, to the pine-studded summit of old Mount San Jacinto with an altitude of nearly 11,000 feet, there is almost a limitless range of climatic conditions. Riverside county has mineral resources so vast and varied that they have as yet been but meagerly developed. Population: 81,024. Area: 7223 square miles. (Note: Sacramento, San Benito and San Bernardino. Editor)

BIRTHDAY GREETINGS...

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madrenes whose birthdays are indicated:

David F. Getts	Nov. 13
Alma Bernes	Nov. 10
Fred Cox	Nov. 10
Mrs. Thresa M. Wager	Nov. 17
Eunice Albrecht	Nov. 17
H. Clay Reavis	Nov. 17
Roy Edwards	Nov. 19
Richard Williams	Nov. 19
C. Harriman	Nov. 21
Anna M. Bartel	Nov. 22
Harold Davenes	Nov. 22

Young Fisherman Is Freed By A Jury

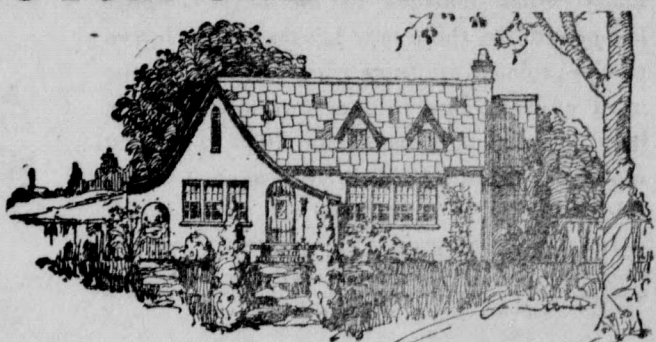
That Pasadena has no jurisdiction over the waters of the San Gabriel River in the canyon above the city's dam lake was affirmed by a Monrovia jury last Tuesday when it acquitted one Arthur Quiggle on charges of unlawfully fishing in the stream.

The trial served to nullify Pasadena's "No Fishing" signs which were posted above the dam, and settled the question as to whether the Crown City owned the entire San Gabriel stream or just the water directly impounded by the dam.

Appearance is your Calling Card!

LANGLEY'S BARBER SHOP
KERSTING COURT

Do You Own the Key To Your Own Front Door?



If you don't, today is a fine time to start planning...

Help yourself... Help the Nation to Prosperity
The FHA will finance construction or repair.

Sierra Madre Lumber Co.

J. S. BILLHEIMER, Manager

35 East Montecito

Phone 23

PEN SLANTS

By John Copeland

FOR LACK of anything better to do, we might experiment with, say, Little Known Facts Concerning Lesser Known People...

JIMMY WARDEN is a mustard miser of the highest degree! **JOE OLSEN** is death on mountaineers.

DAN PARKER'S interest in life is Blodish.

TOM TYLER plots to hide out an easy chair.

SAM GRAHAM remains the City Hall's No. 1 Eligible now that **DAN LEWIS** is said to be looking over the brink.

LULU MOORE says she can build the new library at last when we pay up our fines...

BUS BRAIN will probably go to Honolulu for the winter on account of the Southern Methodist game. While **JOBEY KIG-GINS** and yrs. truly suik.

SPORT NOTES—The thought of the ponderous punt and push Bears up against either Notre Dame, Southern Methodist or Ohio State on New Year's Day makes our knees wobble. Not that Stanford can't lift the Rose Bowl honor from Berkeley next Saturday; with Hamilton back in we think that's very likely.

Charlie Paddock is handed a juicy one by James McCoy in the SC Alumni Review: "Although an athlete of some prominence in his day, he was never a football player, and his interpretation of Howard Jones' career indicated fully that his knowledge of the game is not equal to that possessed by the average small town high school boy. Several times in the past this same Paddock, who is connected with some newspaper enterprise, has published statements relating to the university which were equally misleading."

Tomorrow night motorcycle fans have opportunity of seeing Britain's daring Eric Langton in action against the fastest American professionals at Gilmore Stadium. Should be plenty of speed and action.

Not content with catching trout of questionable lengths, Jack Woehler, nee Doc, has gone in for dog show prize coping. Or to be explicit, his dog has

"Croon," a swell cocker Spaniel grandson of famed Kneeworth Miracle Man, copped a blue ribbon and silver trophy in his class as the Santa Ana show over Armistice holidays.

Doc took in the show with brother-in-law Hern Selk. The judges almost pulled a faux pas by pinning a ribbon on Hern, but noticed his derby hat just in time.

Sodyfountain Scene: "Well," says Cut-up Cuthbert, "I gotta go gargle my luvoris now." Back in a jiffy he pipes, "My mouth is now pure and sweet once more." The Duchess smiles nearer. "I'm from Missouri," she pretties.

How many of you know the name of the Sierra Madre writer who is due to make quite a splash in the publishing world with his book of Black Hill tales? Exceptionally authentic work of a lit-

tle known American scene, which carries as well high entertainment value even in manuscript form.

Lee Shippey, incidently, is being nicely treated by Houghton Mifflin, who're plugging his saga of Ourville for Christmas sales. Currently there's a good sized ad in Rob Wagner's Script.

Next time the Playhouse stages a Russian drama, they should give the actors a break by identifying the characters on the program. Mr. and Mrs. Playgoer can't make much out of a long list of strange foreign names, which to make things more mysterious, sound different than they look.

—thirty.

Endeavorers Plan Series Of Events

NIPPONESE ENDEAVORERS of Sierra Madre will be represented at the ninth annual conference of the Japanese Christian Young People's Church Federation of Southern California tomorrow and Sunday at the Pacific Palisades. A few may go on Saturday, but Michi Nomura, new president of the society, states that several will leave here Sunday morning.

An invitation was also received by the nisei society, to be the guests of the Nipponese Baptist Young People's Union of Los Angeles on Sunday, November 24. These folks were the guests of the Sierra Madre C.E.s on a couple of occasions so the invitation was accepted.

With Thanksgiving just around the corner, the annual sing at the County Hospital on Thanksgiving morning sponsored by the county C.E. union is given as a date to hold open. Merrill Smith, division president, announces that a breakfast is to be held by Pasadena division prior to the sing.

And as is the custom, the sixth annual fall banquet of Sierra Madre's Christian Endeavor will probably be held the evening after Thanksgiving, but nothing definite seems to have been done about it yet.

Rare Violin Now Owned By Sierra Madre Musician

Created 150 years ago by Peter Guarnerius, the violin now owned by Miss Elizabeth Morgridge is conceded by experts to be one of the finest instruments of its kind in Southern California. Of rare tonal quality, well suited to the young Sierra Madre violinist's talents, the violin has been played by master artists of the Berlin Philharmonic orchestra and was first brought to America by famed German music teacher Joachim for a brilliant pupil here.

Father Sage Says:

When a man feels he has outgrown his best friends he has not grown at all.

--no question about good cleaning

--it shows

Phone 3

Sierra Madre Tailors Cleaners & Dyers

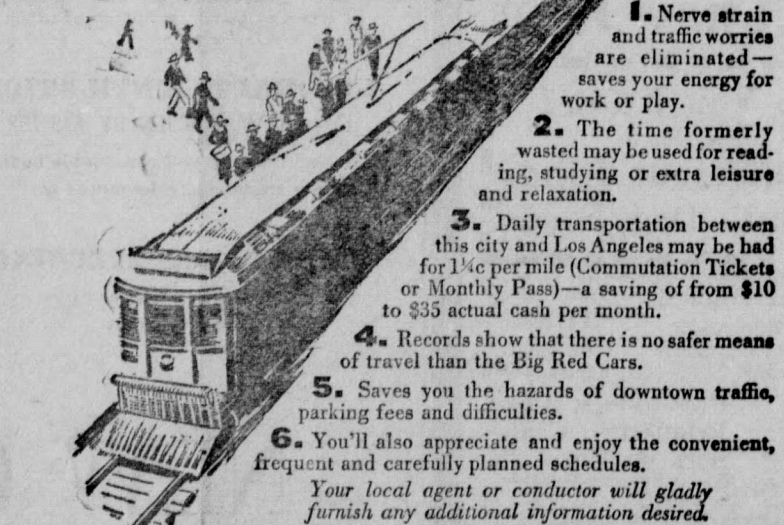
W. E. Craig — Tony Delvecci

14 West Central

Phone 3

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Ride the BIG RED CARS
PACIFIC ELECTRIC RAILWAY

AGENT—GEORGE E. MESECAR
Central and Baldwin—Phone 219-3

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Complete Special Dinners 50c
Large Variety to Select from
THE BEST IN MIXED DRINKS

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FIRST AVENUE at HUNTINGTON DRIVE

We're enthusiastic about Standard Products—because we know how good they are and because our patrons now using them are enthusiastic, too!

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ATTORNEYS-AT-LAW
520 H. W. Hellman Bldg.
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Telephone MI 3427

M. A. Woodward
General Practice of Law
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Afternoon and Evening
99 Suffolk Ave. Tel. 72

William R. Elam
ATTORNEY-AT-LAW
Phones: Arcadia 2294; Res.
Arcadia 736
56 E. Huntington Dr., Arcadia

J. Shelton Gordon
General Building Contractor
Pasadena, California
Office: 3420 E. Foothill Blvd.
Wakefield 5925
Residence: 1689 Elizabeth St.
Niagara 5179

Dr. J. L. Woehler
X-Ray -- Dentist
31 South Baldwin Avenue
(next to Post Office)
Telephone 45
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Office Closed on Fridays

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Your Electrical Needs Cared for
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M. H. A. Peterson, M.D.
Physician & Surgeon
Office 65 E. Central Ave.
Phone 60—Residence phone 78
Hours 2 to 4 p.m. Daily
except Saturday and Sunday
and by appointment

Geo. W. Groth, M.D.

94 N. Baldwin

Phone 20

Office 2891 Res. 2491

Dr. Bruce F. Sims
Physician-Surgeon, Osteopath
Hours 10-12, 2-5
38 E. Huntington Dr., Arcadia

Osteopaths

DR. MARY GROTH
OSTEOPATH
PHYSICIAN & SURGEON
144 E. Highland Ave.
For Appointment Phone 285-1

Dr. C. L. T. Herbert
Osteopath
Office in Patio S. M. Hotel
TELEPHONE 57
Res. Phone 215-1

May Culbertson Laidlaw
OSTEOPATHIC PHYSICIAN
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Office and Residence
83 N. Sunnyside—Phone 296-2

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Glasses Fitted Lenses Replaced
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Phones: Office 585, Home 539
CARL F. BASS
Optometrist
Glasses Fitted, Lenses
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Office Hours 9 A.M. to 4 P.M.
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GRANT
Funeral Parlors
201 W. CENTRAL
Telephone 93

Plumbing

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SHEET METAL
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31 West Central
Phone 98
Night: Phone 299-4

Telephone Rent Paid?

DISCOUNT IF PAID BY 20th
Office Hours 9 a.m. to 5 p.m.
Saturday, 8 to 12

Get our prices on your JOB PRINTING—no matter what size job you want.

WANT ADS

Classified Rates

And Instructions
Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p. m. Wednesday may be run under heading "Too Late to Classify."

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 11:15a

HOUSEKEEPING by day or hour—Mrs. Harvey, phone 1553. —7:8a

HELP WANTED

HOUSEKEEPER (Kind disposition) one in family, no company, no washing; very desirable for right person. Name your own wages; exceptional references exchanged. Address 196 W. Montecito, Sierra Madre, Calif. —8:1b

FOR SALE MISCELLANEOUS

PUR COAT, skunk stole, Hospital bed, davenport, old mahogany table and other furniture. 109 S. Almansor St., Alhambra; between 2-5. —8:1e

FUNERAL Flowers, Sprays, \$1 up. Ward Nursery & Florist, Mt. Trail and Laurel. Ph. 1614. —1:15e

BED, Chiffonier, Reed Davenport, Chaise Lounge, three American Oriental Rugs 6x9. Phone 204-4. 123 S. Baldwin. —8:1e

ALMOST new bicycle; reasonable for cash. Ph. 274-4. —8:1e

LEGAL NOTICE

SHERIFF'S SALE
No. 250-439
FLORENCE H. MORGAN, Plaintiff, —vs—
J. V. APABLASA ALSO KNOWN AS JOHN V. APABLASA Defendant.

Notice of Sale of Real Estate Under Execution

By virtue of an execution issued out of the Superior Court, of the County of Los Angeles, State of California, wherein FLORENCE H. MORGAN was Plaintiff, and J. V. APABLASA, ETC., was Defendant, upon a judgment rendered the 23rd day of September, A.D. 1931, for the sum of TWO THOUSAND EIGHTY-THREE and 55/100 (\$2,083.55) Dollars lawful money of the United States, besides costs and interest, I have levied upon all the right, title, claim and interest of said defendant, of, in and to the following-described real estate, situated in the County of Los Angeles, State of California, and bounded and described as follows:

All the right, title and interest and claim of the defendant J. V. Apablaza, also known as John V. Apablaza, also known as John C. V. Apablaza, in or to the real property standing on the records of said county of Los Angeles, State of California in the name of Charles C. Apablaza also known as Charles J. Apablaza, and also in or to the real property standing in the name of Concepcion Apablaza de Sepulveda, also known as Concepcion A. Sepulveda, and in the hands of Ildefonso A. Sepulveda, as administrator of the estate of said Concepcion Apablaza de Sepulveda, also known as Concepcion A. Sepulveda, deceased, No. 121-264, probate division of the Superior Court of said Los Angeles County, California:

Parcel 4: Lots 33 and 34 of the Camillo Guercio Tract, in the City of Sierra Madre, County of Los Angeles, State of California, as per map recorded in book 11, page 120 of maps, in the office of the county recorder of said county.

PUBLIC NOTICE IS HEREBY GIVEN, That I will, on MONDAY, the 2nd day of December A.D. 1935, at 12:00 o'clock P. M. of that day, at the East Entrance to the Hall of Justice, city of and County of Los Angeles, sell at public auction, for lawful money of the United States, all the right, title, claim and interest of said defendant of, in and to the above-described property, or so much thereof as may be necessary to raise sufficient to satisfy said Judgement, with interest and costs, etc., to the highest and best bidder.

Dated this 8th day of November, 1935.
E. W. BISCAILUZ,
Sheriff of Los Angeles County,
By H. A. LLEWELLYN
Deputy Sheriff.

MISCELLANEOUS

TYPEWRITERS—10c per day buys a new standard keyboard typewriter. Sales, Service, Supplies. C. M. Hightower at Woodson Jones', 27 N. Badwin, Phone 32. —6:1k

HARDWOOD FLOORS polished, Old floors made like new. Oak floors installed over old pine floor. Call Arcadia 2830 or Address Box K, News Office. —24:tfi

NOTARY PUBLIC—day or night. Office phone 1161. Home phone 2022. Fire and Auto Insurance. T. W. NEALE, 86 W. Central. —49:tf

LOST & FOUND

LOST—Amethyst Pin set with Pearl, on sidewalk in front of studio at 223 West Laurel. Finder please return to Miss Bush and receive reward. 8:5

LOANS

HAVE \$1000 to loan. Andrews & Hawks. Phone 2. —8:1j

Byron Scott Will Be Featured Next Tuesday At Forum

Congressman Byron Scott, of Long Beach, will be guest speaker at the Open Forum meeting November 26, according to word received here this week by Perley Poore Sheehan. The busy legislator signified his willingness to attend the meeting in a telegram sent to Mr. Sheehan. He will discuss legislative trends.

Next week's meeting will have two local celebrities as guests, namely Lucia Trent and Ralph Cheyney, known as the "Brownings" of America. Their subject will be "Poems of Social Consciousness."

Reservations for the dinner meeting of the Forum, to be held December 3, with Judge Leon R. Yankwich as guest speaker, may be made by phoning Mrs. John H. Robertson, at 227-4, or Mrs. John Osgood.

JUDGE AND POLICE CHIEF GOING ON QUAIL HUNT
Judge Tom W. Neale, accompanied by Chief of Police Gordon McMillan, will enjoy a weekend in the vicinity of Indio, on a quail hunting expedition, the season for quail and pheasant opening today.

Fire Flames

By One of the Boys
WE did it. The firemen were first to enroll 100 per cent for the Red Cross this year. That sounds like bragadoctio, but isn't, for our meeting was held on Friday before the Red Cross campaign was officially opened, so we just waded in.

An old familiar face that has been missing for some time again appeared last Friday. Don Hordford has returned from his "habitat" (or what you call) in the north and by the looks of his head, he didn't get out any too soon. The bald spot seems to be growing and from the way the snow is flying in the north, his head would be a poor roost for snow.

The boys are getting their uniforms and shoes shined up for the big Christmas Party ticket selling campaign, which will start very soon. Every door in Sierra Madre will be approached in order to raise the required amount to carry on the usual Treat for the kids. The tree and treat is not only for underprivileged, but for all the children in town. Were it not for the community tree, the Christmas spirit would be lacking. The firemen urgently ask the support of the community in this. Aside from the tree, the firemen issue baskets of food to families that would otherwise furnish their tables with the usual daily food.

SPEAKER TAKES YOU THRU WALL OF CHINA

When Harry A. Franck, widely known as the "Vagabond" author, speaks at Pasadena Civic Auditorium on Tuesday night, the 19th for the Pacific Geographic Society's "Fourth Globe-Trotters Series," he will show motion pictures of the ancient trade routes of China, roads over which the treasures of the East have been traveling for centuries by camel caravan.

Kalgan, the ancient Mongolian city through which the caravans pass in and out of the Great Wall, is vividly pictured. The scenes might be a thousand years ago instead of the present, so little have customs changed thru-out the centuries for the camel drivers of the ancient roads.

Notice Of Public Work

An Ordinance declaring intention to close up, vacate, and abandon the un-named alley as shown in Block B, Central Tract, was duly passed by the City Council of the City of Sierra Madre, on the 25th day of September, 1935, and is on file with the City Clerk, to which said ordinance reference is hereby made for further particulars.

Dated this 29th day of October, 1935.

AL S. MYERS,
Street Superintendent.
—7-8

Philharmonic Artists Will Appear Here

Famed Singer, Violinist And Dancers To Stage Fine Benefit Next Friday

Of much interest to lovers of fine music and dancing is the concert to be presented in the public school auditorium here next Friday, November 22, for the benefit of the Los Angeles Philharmonic orchestra.

Dr. Carl Omeron, famous for his solo work at Hollywood Bowl and with the Philharmonic, will sing, and the lovely last movement of Mendelssohn's Violin Concerto in E Minor will be included in the violin selections played by Sol Babitry, a member of the first violin section of the Philharmonic orchestra.

Rounding out the program are Frances and Rosemary Stack, concert dancers recently returned from four years of study in Europe. Their presentations will include authentic folk dances, in modern fluid choreography. These girls lived here prior to their departure for Europe and appeared at several local entertainments.

Mrs. Leland Atherton Irish, general chairman of the Philharmonic and the Hollywood Bowl, will be a guest, and will address the audience during intermission, according to Mrs. Englander. Floral decorations are to be furnished by the Ward Nursery. Professor Oskar Seeling will act as master of ceremonies, while Gustave Rihard will play piano accompaniments.

Billy Murphy Shot By Japanese, But No Complications Seen

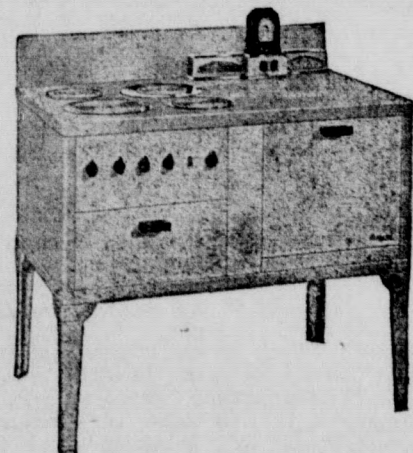
William Murphy, 9, was peddling peacefully along Grand View avenue, near Lima street, when he felt the sharp sting of lead in his back. He took the matter up with the police.

"A fine town," he commented, "when a man can't ride a bike on Armistice Day without getting shot!"

Investigation proved 12-year old Takashi Umekubo to be the guilty party. William said that Takashi was holding a B-B gun. But it is improbable Japanese marines will be landed or that the incident will lead to international complications, as when a Chinaman says "Boo" to a Japanese—in China.

Thanksgiving Dinner

Cooked in a General Electric or Standard Electric Range



insures perfect results. Liberal allowance for your old range and terms to suit.

Roasters
Enamelled - 65c to \$3.50
Aluminum - 95c
Wearever Aluminum
\$3.95, \$4.95, \$5.95

A-B and O'Keefe & Merritt

Gas Ranges

at specially low prices and liberal terms

Coleman Gas Floor Furnaces

Come in and see demonstrator

Sierra Madre Hardware Co.



Mr. and Mrs. J. D. Johnson, of Claremont, were visitors in the city yesterday.

L. E. Mendel of San Francisco was in Sierra Madre on Friday on a business trip.

J. P. Cosand, Santa Fe district passenger agent, was in Sierra Madre on business Wednesday.

Mrs. G. S. Barlow has moved from Hollywood and is residing at Hayden's Gardens.

Miss Eleanor Langstaff of Manzanita avenue spent the first part of the week in Long Beach.

P. W. Nohr of Big Bend, North Dakota, is residing at 143 East Highland avenue, for the winter.

"Mickey" McGuire, of Long Beach, was the weekend guest of Naomi Gomes, of 40 South Hermosa avenue.

Mrs. A. Bennett of Long Beach, is visiting her daughter, Mrs. Alma Jones, of 241 East Central avenue, for a week.

Mrs. Irma Horton, of Venice, has returned to her home after several days visit with relatives here in the city.

Mrs. Dora Trew, who has been with her daughter, Mrs. George Foley in Belle Vue Court, leaves soon for Seattle.

Mrs. Frank Gresham, of Monterey, California, was visiting friends in the city Wednesday, after an absence of 21 years.

Jennie Davis, of Los Angeles, was the houseguest of Gayle Sherwood, at 400 Churchill Road, over the Armistice Day holidays.

Mr. and Mrs. Walter Miller, of North Mountain Trail, left Saturday, for a two weeks' vacation in Northern California and Washington.

Mr. and Mrs. Dalton Mobley, of Long Beach, were weekend guests of Mr. and Mrs. B. F. Mobley of 430 North Mountain Trail.

Mrs. John Shaw, of 271 North Lima street, was the guest of her aunt and uncle, Mr. and Mrs. M. C. Taylor, of Hollywood last Friday.

"Abe" Draman, well known son of A. Draman of 20 West Central

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Sierra Madre News—Phone 48

guests of Mrs. Benjamin's sister, Mrs. L. Borradaile, of 391 East Grand View avenue.

Mrs. Emily Moyer of 52 East Highland avenue, was the guest last week of her sister Mrs. Louise Allen, in Los Angeles.

Mr. and Mrs. Glen McKay, of Alhambra, were guests Wednesday and Thursday of Mr. and Mrs. F. L. C. Roess of 83 West Highland avenue.

Paul Royce, of 629 West Orange Grove avenue, accompanied by W. H. Livingston, of Chicago, who is the houseguest of the Royces, motored to Lake Arrowhead, over the weekend.

A lot of his old friends were glad to see Lucky Ball, former manager of the Sierra Madre Hotel when he dropped into town for a visit on Saturday. He looks fit and his boyish figure excited the envy of some of his stouter friends here.

Mrs. J. H. Robertson, of 371 North Adams street, was a guest of the Beverly Hills Woman's Club Juniors at their formal "rush dinner" on Thursday evening. Saturday afternoon, Mrs. Robertson was the afternoon speaker at the Highland Park Elbell Club.

Take a tip

Winter Driving is Safest, most pleasurable after a THOROUGH checkup of your car. Then you KNOW the Brakes will hold, you KNOW your Mileage is right... Drive in for free inspection.

NORM'S GARAGE

Plymouth and Dodge Agency

DAY AND NIGHT TOW SERVICE

DAY PHONE 164-1 NIGHT PHONE 293-4

new crop nuts

New crop walnuts are here again! Large, fancy DIAMOND WALNUTS and choice, long type EMERALD WALNUTS are featured this week in all of our stores in a gigantic grower-consumer sale.

Walnuts will be a welcome addition to the Holiday Bowl and they will improve almost any holiday dish that you serve. The folks "back home" will appreciate some of these nuts in the Christmas package. Take home a supply of golden, thin-shell walnuts today. The prices are low.



Diamond Walnuts	Large size, Fancy nuts.	Per lb.	19c
Emerald Walnuts	Choice grade, long type.	Per lb.	15c
Pineapple Juice	Libby Brand, Fancy pack.	3 No. 2 cans	29c
Tomato Juice	Libby Brand, Gentle Press.	2 No. 2 cans	15c
Cello Pack Prunes	California Medium size.	3-lb. bag	15c
Libby Peaches	Or Del Monte, Sliced or halves.	No. 2 1/2 can	15c
Libby Pineapple	Fancy grade sliced, Four large slices.	No. 1 1/4 can	10c
Libby Pineapple	Tid Bits or Crushed.	2 8-oz. cans	13c
Baking Powder	Calumet Brand.	1-lb. can	19c
Swans Down Cake Flour		2 1/2-lb. pkg.	26c

TODAY'S MARKET

Tropical Mince Meat		35-oz. jar	27c
Kern's Jams	Or Jellies. Complete assortment of flavors.	3 7-oz. jars	25c
Peanut Butter	Beverly's Brand. Better spread.	1-lb. jar	18c
Oleomargarine	Gem Nut or Dinner Bell Brand.	Per lb.	12c
Jell-well	Assorted flavors of fresh gelatin dessert.	2 pkgs. for No. 5 bag	11c
Ritz Crackers	National Biscuit's butter crackers.	1-lb. box	22c
Nob Hill Coffee	There's no better coffee at any price.	Per lb.	20c
Edwards' Coffee	Dependable Vacuum pack.	1-lb. can	23c
Woodbury's	Facial Soap. For the skin you love to touch.	2 bars for Toilet Tissue.	15c
Waldorf Tissue	All-wrapped rolls.	Per roll	4c

Quality Fresh Meats

FANCY LAMB LEGS	lb.	24c
PRIME RIB ROAST	lb.	23c
T-BONE STEAK	lb.	29c
SLICED BACON	1/2-lb. pkg.	22c
KRAFT LOAF CHEESE	lb.	35c

Cheese Week	
BORDEN'S	
American, Brick, Pimiento, Chateau, Pimiento.	1/2-lb. pkg. 15c
BORDEN'S SWISS CHEESE	1/2-lb. pkg. 16c
BORDEN'S EARLY AMERICAN	1/2-lb. pkg. 17c
PABST-ETT CHEESE	2 1/2-lb. pkgs. 25c
PHILADELPHIA CREAM CHEESE	2 1/2-lb. pkgs. 17c

Formay Shortening	20c
3-pound can 55c; 1-pound can	
Leslie's Salt	8c
Plain or iodized, 2-pound pkg.	
Asparagus	12c
Sacramento, Picnic tin	
Del Maiz Niblets	13c
Golden corn, 12-ounce can	
Del Monte Peas	15c
Early Garden, No. 2 can	
Del Monte Corn	2 No. 2 cans 25c
Country Gentleman	
Mince Meat	12c
None Such Brand, 9-ounce pkg.	
Golden Heart Flour	21c
No. 5 bag	
Golden Heart Flour	39c
No. 10 bag	
Golden Heart Flour	80c
24 1/2-pound sack	
Salad Dressing	20c
Nu-Made Brand, Pint jar	
Salad Dressing	34c
Nu-Made Brand, Quart jar	
Favorite Matches	3c
Strike anywhere, Per box	
Pet Food	6 1-lb. cans 25c
Healthway Brand	
Yolo Catsup	9c
14-ounce bottle	
Seedless Raisins	7c
Sun Maid, 15-ounce package	
Puffed Raisins	2 pkgs. for 15c
Sun Maid, 15-ounce	
Calif. Gold Honey	17c
8-oz. jar 7c; 20-ounce jar	
Chili Con Carne	15c
Hormel Brand, 16-ounce can	
C-H-B Pickles	10c
Assorted, 6 1/2-ounce jar	
Purex Liquid Bleach	15c
Half Gallon jug	
Hormel's Soup	
Cream of Tomato, Cream of Mushroom, Noodle or Vegetable Beef, 16-ounce.	2 cans 27c

SAFEWAY

Grocery Prices Effective Through Saturday, November 16, in Stores Within 35 Miles of Los Angeles

Sierra Madre Blvd. Now Near Reality

WIN A PRIZE—Ask us about the Knudsen Creamery Contest entry blanks.

The PINES Coffee Shop and ...Cocktail Room

Complete Special Dinners 50¢
Large Variety to Select from
THE BEST IN MIXED DRINKS
Arcadia Drive-In Market, Arcadia
FIRST AVENUE at HUNTINGTON DRIVE

What are your neighbors doing? What are your friends doing? How can you know—if you are not a subscriber to the SIERRA MADRE NEWS.

Special While They Last

Daffodils
Regular 90 dozen
1/2 PRICE
\$1.65 for 50—\$3.00 for 100
Every bulb a bloom.

Do You Know?
We Handle

27 Different Kinds
of Bulk Dog Foods

COW Manure 4 lg. sax \$1
STEER Manure 3 lg. sax \$1
Peat Mull Lg. Bale \$2.25
Sack 35c
3 Sacks \$1.00
Bandini STEER 50c sk.
10 sacks \$4.75

For Fireplace, Stove or Grate—**FUEL** Pres-to-logs, Coke, Briquettes, Coal—Safe & Sane Heat Sack or Ton

LAWN RENOVATING AS IT SHOULD BE DONE
ESTIMATES CHEERFULLY GIVEN

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House of Service
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Top Trees Now

Have Us Prune Your Fruit Trees

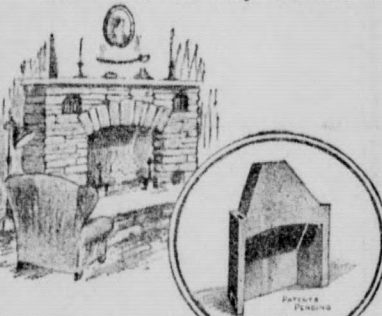
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Prepare for Winter

Install a Heatilator in your old fireplace. It circulates heat to every part of the room. The saving in fuel will pay for the installation in a short while.
No Smoke No Soot
Estimate Gladly Given



Floyd S. Lee, Inc., Limited
1215 E. Walnut, Pasadena
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Its a distinction to be a 'Meglin Kiddie'

The only child training school of its kind in the world Teaching every branch of dancing; Voice and Drama for Stage, Screen and Radio appearances. Tap, Ballet, Toe, Acrobatics, Personality Singing. All branches of the Drama Promotes physical perfection and mental alertness.

MEGLIN DANCE STUDIOS

201 Colorado Theatre Bldg. Pasadena
Masonic Temple 204 W. Foothill, Monrovia

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
38 WEST CENTRAL PHONE 97

We will have our usual High Grade Quality Turkeys for Thanksgiving

Our Fish Dept. Offers

Fine line of Fresh Fish, direct from San Pedro—also Oysters and Salt Mackerel—Finnan Haddie—

Swift's or Morrell's Bacon, sliced, lb 39c
Swift's Premium 1/2 lb. pkg. 23c

Gr'nd Beef Our Usual Quality 16c

Choice Steer Pot Roasts

No Bone — TRY ONE TODAY — No Waste

Chuck Roast lb 18c

We are cutting Swift's Fancy Eastern Beef. Every steak as tender as a woman's heart.

N. Y. Steaks Calf Sweet Breads
Beef Tenderloin Brains, Ox Tails

Hormel's Smoked Pork Sausage, that good smoked sausage from Minnesota

Shortening Jewel (4 lbs 52c) lb 14c
Fluffo Acorn 1 pound package 11c

Chow Mein—pint 25c Package Noodles Free

WIN A PRIZE—Ask us about the Knudsen Creamery Contest entry blanks.

Gala Floor Show

Every Wednesday Night, Loads of Fun

"WALLY" SHEAD'S DESERT TAVERN

3560 E. Foothill Blvd.

Admission Free No Cover Charge

CONSTANCE COCKTAIL ROOM

PASADENA'S NEWEST RENDEZVOUS
AN ATMOSPHERE OF REFINEMENT

Open 11 A.M. to 1 A.M.
COCKTAILS PRICED AT 25c

Complete Restaurant Service

HOTEL CONSTANCE

Closed Sunday Colorado Blvd. at Mentor—Colorado 6181



The Rikeman's

are now showing their complete line of cards for the holidays, and no matter what price your pocketbook calls for, they can fit it. Cards to sell at

SCATTER WITH CHRISTMAS CARDS
1c, 2 for 5c, 5c, 10c, 15c, 25c and up
Box Assortments

Cards assorted to the box makes easy selection.

18 Folders 29c
12 Old Fashioned Greetings 29c
12 Hand Colored 39c
12 Reproductions from Photographs 50c
12 The Swagger Set from Hollywood 50c
12 Diana Thorne's Dogs 50c
12 Tailor Made Personals 50c
12 Assorted Children Designs 15c

The Rikemans'

SIERRA MADRE

19 Kersting Court Telephone 54

new crop nuts

New crop walnuts are here again! Large, fancy DIAMOND WALNUTS and choice, long type EMERALD WALNUTS are featured this week in all of our stores in a gigantic grower-consumer sale.

Walnuts will be a welcome addition to the Holiday Bowl and they will improve almost any holiday dish that you serve. The folks "back home" will appreciate some of these nuts in the Christmas package. Take home a supply of golden, thin-shell walnuts today. The prices are low.



Diamond Walnuts Large size Fancy nuts. Per lb. 19c
Emerald Walnuts Choice grade, long type. Per lb. 15c
Pineapple Juice Libby Brand, Fancy pack. 3 No. 2 cans 29c
Tomato Juice Libby Brand, Gentle Press. 2 No. 2 cans 15c
Cello Pack Prunes California Medium size. 3-lb. bag 15c
Libby Peaches Or Del Monte, Sliced or halves. No. 2 1/2 can 15c
Libby Pineapple Fancy grade sliced. Four large slices. No. 1 1/4 can 10c
Libby Pineapple Tid Bits or Crushed. 2 8-oz. cans 13c
Baking Powder Calumet Brand. 1-lb. can 19c
Swans Down Cake Flour 2 1/2-lb. pkg. 26c

Cheese Week

BORDEN'S

American, Brick, Pimiento, Chateau, Chateau Pimiento. 1/2-lb. pkg. 15c
BORDEN'S SWISS CHEESE 1/2-lb. pkg. 16c
BORDEN'S EARLY AMERICAN 1/2-lb. pkg. 17c

PABST-ETT CHEESE Your choice of plain or pimiento variety. 2 1/2-lb. pkg. 25c

PHILADELPHIA CREAM CHEESE

Your choice of plain or pimiento variety. 2 1/2-lb. pkg. 17c

TODAY'S MARKET
LUCERNE BUTTER 1-lb. 38c
CHALLENGE BUTTER 1-lb. 38c
Dairyland Butter, solid, 1-lb. 34c
LUCERNE LARGE EGGS doz. 40c
SUGAR, fine gran. 10 lbs. 51c
CANE SUGAR 10 lbs. 52c

Tropical Mince Meat 35-oz. jar 27c
Kern's Jams Or Jellies, Complete assortment of flavors. 3 7-oz. jars 25c
Peanut Butter Beverly's Brand, Better spread. 1-lb. jar 18c
Oleomargarine Gem Nut or Dinner Bell Brand. Per lb. 12c
Jell-well Assorted flavors of fresh gelatin dessert. 2 pkgs. for 11c
Ritz Crackers National Biscuit's butter crackers. 1-lb. box 22c
Nob Hill Coffee There's no better coffee at any price. Per lb. 20c
Edwards' Coffee Dependable Vacuum pack. 1-lb. can 23c
Woodbury's Facial Soap, For the skin you love to touch. 2 bars for 15c
Waldorf Tissue All-wrapped rolls Toilet Tissue. Per roll 4c

Quality Fresh Meats

FANCY LAMB LEGS lb. 24c
Cut from fancy quality lamb. All sizes
PRIME RIB ROAST lb. 23c
First five fancy ribs. (Boned & Rolled, lb. 29c)
T-BONE STEAK lb. 29c
Cut from fancy quality steer beef. Tender!
SLICED BACON 1/2-lb. 22c
Swift's Premium Brand, Half Pound Package
KRAFT LOAF CHEESE lb. 35c
Your choice of American or Brick varieties.

Formay Shortening 3-pound can 55c; 1-pound can 20c
Leslie's Salt Plain or iodized. 2-pound pkg. 8c
Asparagus Sacramento. Picnic tin 12c
Del Maiz Niblets Golden corn. 12-ounce can 13c
Del Monte Peas Early Garden. No. 2 can 15c
Del Monte Corn No. 2 Country Gentleman 25c
Mince Meat None Such Brand. 9-ounce pkg. 12c
Golden Heart Flour No. 5 bag 21c
Golden Heart Flour No. 10 bag 39c
Golden Heart Flour 24 1/2-pound sack 80c
Salad Dressing Nu-Made Brand. Pint jar 20c
Salad Dressing Nu-Made Brand. Quart jar 34c
Favorite Matches Strike anywhere. Per box 3c
Pet Food Healthway Brand. 6 1-lb. cans 25c
Yolo Catsup 14-ounce bottle 9c
Seedless Raisins Sun Maid. 15-ounce package 7c
Puffed Raisins 2 pkgs. for 15c
Sun Maid. 15-ounce
Calif. Gold Honey 5-oz. jar 7c; 20-ounce jar 17c
Chili Con Carne Hormel Brand. 16-ounce can 15c
C-H-B Pickles Assorted. 6 1/2-ounce jar 10c
Purex Liquid Bleach Half Gallon jug 15c
Hormel's Soup Cream of Tomato, Cream of Mushroom, Noodle or Vegetable Beef. 16-ounce 2 can 27c



DEALER ADVERTISEMENT

Master De Luxe Sport Sedan

Be Safe

WITH CHEVROLET'S NEW PERFECTED HYDRAULIC BRAKES

Safeguarding you and your family as you have never been safeguarded before

SOLID STEEL one-piece TURRET TOP

a crown of beauty, a fortress of safety

NO DRAFT VENTILATION ON NEW BODIES BY FISHER

the most beautiful and comfortable bodies ever created for a low-priced car

SHOCKPROOF STEERING*

making driving easier and safer than ever before

CHEVROLET New Perfected Hydraulic Brakes —the highest development of the hydraulic brake principle—are standard on all Chevrolet models for 1936. And, like many other features of the only complete low-priced car, these new brakes are exclusive to Chevrolet in its price range! They are the most efficient brakes ever developed. They help to make Chevrolet for 1936 the safest motor car ever built. Visit your nearest Chevrolet dealer. See and drive this car—today!

CHEVROLET MOTOR CO., DETROIT, MICH.
Compare Chevrolet's low delivered prices and the new greatly reduced G.M.A.C. 6 per cent time payment plan—the lowest financing cost in G.M.A.C. history. A General Motors Value.

IMPROVED GLIDING KNEE-ACTION RIDE*

the smoothest, safest ride of all

HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

giving even better performance with even less gas and oil

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES

\$495 AND UP. List price of New Standard Coupe at Flint, Michigan. With bumpers, spare tire and tire lock, the list price is \$20 additional. *Knee-Action on Master Models only, \$20 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice.

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McDONALD & O'BOYLE

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MONROVIA, CALIF.

Local Headquarters, Central Garage, Sierra Madre

SAFEWAY

Grocery Prices Effective Through Saturday, November 16, in Stores Within 35 Miles of Los Angeles